

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
June 8, 2010
Board of Directors Meeting
AMPAS -- 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Ryan Harter, President, CIM Group
Lillian Kuo, Vice President, Broadreach Capital
Carol Massie, Secretary, McDonald's Restaurants
Duke Gallagher, Treasurer, The Production Group
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Kitty Gordillo, Hollywood Wilshire YMCA
Father Michael Mandala, Blessed Sacrament Church
Patrick Olmstead, Los Angeles Film School
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron

Absent

Fabio Conti, The Fabiolus Café
Craig Donahue, The Donahue Group
Charles Eberly, The Eberly Company
Patrick Russell, The Robert Green Company
Roxanna Sassanian, Sunset Gower/Sunset Bronson Studios
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

Guests

Zachary Eaton, Space 1520

1. Call to Order

The meeting was called to order by Board President Ryan Harter at 4:13 p.m.

2. Public Comment

Kerry Morrison introduced to the board Devin Strecker. Devin, who was formerly with the Hollywood Media District BID, will be replacing Katie Zandona as the new Marketing Manager for the HPOA.

3. Approval of Board Minutes

It was moved by Lillian Kuo, seconded by Kitty Gordillo and CARRIED to approve the minutes from the board's May 11, 2010 meeting. Unanimously approved.

4. Treasurer's Report

A. Review/Approve Treasurer's Report: Duke Gallagher reported that the board has exceeded the amount allocated at the beginning of the year for the BID's marketing budget. Morrison explained that the variance was due to a timing issue, where the demographic research study, approved in late 2009, was paid for out of this year's budget, instead of last. As a result, the 2009 Marketing budget ended the year with a positive variances. Gallagher said that, overall, the negative variance in the 2010 Marketing budget would not pose a problem, and that the BID should still finish with cash-on-hand at year-end.

It was moved by Brian Folb, seconded by Carol Massie and CARRIED to approve the Treasurer's Report from May 31, 2010. Unanimously approved.

5. Committee and Program Reports

A. Marketing Committee

1. Status Report on Pole Banner Campaign: The new pole banners have been installed. They can be found along Sunset Boulevard and Vine Street, within the BID.

2. Demographic Research Update: Morrison reported that the questions for the student surveys have been completed and that results are being compiled. In addition to the student surveys, the study will also be asking investor's their thoughts on participating in Hollywood. Morrison asked the board for recommendations and names of potential individuals who should be interviewed. Morrison said she would forward the names to the researchers for follow up.

B. Streetscape Committee

1. Streetscape Update: Michael Pogorzelski said there was nothing to report at this time, as the committee did not meet last month.

C. Security Committee

1. Security Update: Fred Rosenthal informed the board that the Security Committee will be meeting on Thursday, June 10 at 10 a.m.

6. BID Renewal

A. Progress Report from BID Renewal Steering Committee

1. Report from BID Renewal Steering Committee: Since the Board's last meeting the committee had met twice, including last week with property owners in the potential south of La Mirada, Vine Street expansion area. Morrison reported that the meeting went very well, with several of the property owners in the potential expansion area being in favor of

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extending the BID. Morrison also asked for the board's input in relation to the boundaries and a HUD property located on Leland Way which is currently included in the BID due to the fact that it was located in between the Hollywood Community Hospital.

2. Preliminary Survey Results: Morrison reviewed the survey results received thus far with the board. Approximately 25 surveys have been returned thus far, and all but one has been in favor of renewing the BID.

B. Review/Approve proposal from Willdan Financial Services

1. Willdan Proposal: Morrison showed the board the final proposal from Willdan Financial, which entailed the costs for the firm to serve as the consultant for the Sunset and Vine BID's renewal. The consulting budget would be split over a two year period.

It was moved by Lillian Kuo, seconded by Brian Folb and CARRIED to approve the Willdan Financial Services BID Renewal proposal for a cost of \$25,000. Unanimously approved.

7. New Business

None

8. Old Business

None

9. Report from Kerry Morrison

None

10. Next Meeting

The next meeting was scheduled for Tuesday, July 13, 2010 at 4 p.m. at AMPAS (1313 Vine St., Los Angeles, CA. 90028).

11. Adjournment

There being no further business the meeting was adjourned by Board President Ryan Harter at 5:15 p.m.